

I Claim:

1. A computer based system for electronic classified advertising comprising:
 - a digital information storage device;
 - means for creating a classified advertisement;
 - means for electronically publishing a classified advertisement;
 - means for providing portability of a classified advertisement to a web server;
 - means for user-defined advertising matching;
 - means for automatically notifying the user of advertisement responses;
 - means for electronically updating classified advertisements;
 - means for selectively altering advertisement response criteria; and
 - means for providing private messaging response to an electronic advertisement.

2. A method of electronic classified advertising including the steps of:
 - installing an electronic classified advertising program on a digital information storage device;
 - electronically defining a classified advertisement;
 - electronically publishing a classified advertisement;
 - electronically establishing advertisement response criteria; and
 - electronically privately and securely responding to electronic classified advertising.